



## 2013 Transit Initiatives and Communities Conference Atlanta, GA | June 23 – 26 | Loews Atlanta Hotel

### Sunday, June 23

12:00am – 5:00pm Registration Desk Open

Mercer Prefunction

1:00pm – 5:30pm

Salon G

**Grassroots Transportation Advocacy Workshop: The Essentials of Winning Campaigns**

—Sponsored by Americans for Transit and NAPTA

*This interactive workshop will lead participants through the key steps of a successful advocacy campaign—whether it is issue, legislative or ballot measure focused. The key steps that will be addressed include: Targeting, Organizing, Building, Messaging, Mobilizing, and Evaluating.*

*Participants will hear case studies and interact with experts and each other to develop concrete ideas and strategies to take back to their communities.*

**Speakers:**

- **Andrew Austin**, Executive Director, Americans for Transit, Washington, DC
- **Brighid O’Keane**, Advocacy & Programs Director, Advocacy Advance Partnership, Alliance for Biking & Walking, Washington, DC
- **Darren Flusche**, Policy Director, League of American Bicyclists/Advocacy Advance, Washington, DC
- **Kevin Thurman**, Executive Director, Connect Tampa Bay, Tampa, FL
- **Ashley Robbins**, Campaign Director, Georgians for Better Transit, Atlanta, GA
- **Edgar Cage**, Lead Organizer, Together Baton Rouge, Baton Rouge, LA
- **Siobhan Harley**, Campaign Manager, Calvert Street Group, Nashville, TN
- **Jason Jordan**, Director, Center for Transportation Excellence, Washington, DC
- **Nicole DuPuis**, Program Manager - Policy and Planning, American Public Transportation Association, Washington, DC

**Additional Fee Required**

6:00pm – 8:00pm

**Networking Event**

All are welcome to gather at The Nook to unwind from the workshop or a day of travel.

The Nook  
1144 Piedmont Avenue, NE

## **Monday, June 24**

8:00am – 5:00pm Registration Desk Open

Mercer Prefunction

8:00am

Meet in Mercer  
Prefunction

### **Jumpstart your Monday by choosing to get active or get talking:**

- **Walking Streetcar Tour**

Meet in Mercer Prefunction for a short MARTA ride to the site of the new Atlanta Streetcar. Grab some breakfast on-the-go while you enjoy a walking tour led by the Atlanta Streetcar Project. This tour will return shortly after 11:00am.

- **Southeast Regional Transportation Advocate Networking**

Meet up with your fellow advocates in Mercer Prefunction to retreat for some follow-up conversation to Sunday's workshop. This meeting will conclude by 10:00am.

10:00am – 10:30am

Break

Mercer Prefunction

10:30am – 12:00pm

Salon H

### **NAPTA Meeting**

NAPTA is a national organization representing grassroots transit groups that support increasing investment in public transportation. In recognizing that grassroots efforts are central to successful transportation campaigns, NAPTA serves as a network to coalitions as well as individuals engaged in grassroots transportation work at the local level. Attendees will hear about tools, resources, networks, and strategies that are beneficial to the grassroots community. They will also have the opportunity to network with their colleagues and peers.

**Moderator: Marnie Primmer**, Chair, National Alliance for Public Transportation Advocates (NAPTA)/Executive Director, Mobility 21, Irvine, CA

12:00pm – 1:15pm

Salon I

### **Welcome Luncheon**

This luncheon session will introduce you to the biennial conference, welcome you to Atlanta, and get you ready to get the most out of the next three days.

#### **Welcome to the 2013 TIC Conference**

- **Art Guzzetti**, Vice President – Policy, American Public Transportation Association, Washington, DC

#### **Welcome to Atlanta**

Introduction by **Frederick L. Daniels**, Chairman, MARTA Board of Directors, Atlanta, GA

- **The Honorable Sam Massell**, President, Buckhead Coalition, Atlanta, GA

1:15pm – 2:30pm

Salon I

### **Laying the Groundwork for a Successful Campaign**

Early community outreach and public education will get your community ready to support your transportation campaign. Preparing a strong grassroots mobilization strategy and coalition building effort will help you tap into the network of support vital for your campaign. Find out the questions you need to ask and the key information you need at the start of the campaign. This session will give you the tips and techniques for launching your campaign.

**Moderator: Neha Bhatt**, Deputy Director of Policy Development & Implementation for Smart Growth America. Washington, DC

#### **Speakers:**

- **Rachel DiResto**, Executive Vice President, Center for Planning Excellence, Baton Rouge, LA
- **Alan Wulkan**, Managing Partner, HDR | InfraConsult, Phoenix, AZ

2:30pm – 2:45pm Break

Mercer Prefunction

2:45pm – 4:00pm

Salon G

### **The Permanent Campaign: Managing Your Reputation**

It's not all about election day. For many communities, the campaign before the campaign is vital. For others, it's only a short road to the next campaign or renewal fight. And, all communities should be building support beyond election day to ensure long-term success. The reputation of the transit agency and local governance affects how voters will perceive a request for their tax dollars. Good governance, successful management of local money, and an overall reputation of reliability and positive performance is important to establish. Learn what changes to implement and how to improve relations with the community.

**Moderator:** Paul Skoutelas, Markets Leader, Parsons Brinckerhoff, Pittsburgh, PA

**Speakers:**

- **Andrea Packer**, Chief Communications Officer, Utah Transit Authority, Salt Lake City, UT
- **Geoff Patrick**, Media Relations and Public Information Manager, Sound Transit, Seattle, WA
- **Ian Stewart**, Vice President and Senior Analyst, EMC Research, Seattle, WA
- **Gloria Ohland**, Policy & Communications Director, Move LA, Los Angeles, CA

2:45pm – 4:00pm

Salon H

### **Online Organizing, Fundraising and Mobilizing**

Now that your agency and advocacy groups are on Twitter, it's time to tell you that social media presence is not enough. Successful online engagement with voters, advocates, and donors is key to a strong campaign. The 2012 candidate campaigns provide valuable lessons about effective online targeting and mobilizing that can be applied to transportation campaigns. Learn how to manage your lists, tap into funding opportunities, and mobilize your community.

**Moderator:** Nicole DuPuis, Program Manager - Policy and Planning, American Public Transportation Association, Washington, DC

**Speakers:**

- **Ashley Robbins**, Campaign Director, Georgians for Better Transit, Atlanta, GA
- **Larry Huynh**, Trilogy Interactive, San Francisco, CA

4:15pm – 5:45pm

Meet in Mercer  
Prefunction

### **MARTA Rail and TOD Tour**

Ride MARTA to the Lindbergh Station and join planners from the Metropolitan Atlanta Rapid Transit Authority to learn about the amazing investments in transit-oriented development in the community. Ride MARTA back to Peachtree Center station for the evening's social event.

5:45pm – 7:00pm

### **Welcome Reception**

The Metro Atlanta Chamber welcomes you to the city with a reception at their office. Join us for drinks and light appetizers to kick off the conference and take in the views of Atlanta. This venue is a short walk from the Peachtree Center MARTA station.

Metro Atlanta Chamber  
235 Andrew Young International Blvd NW  
Atlanta, GA 30303

## **Tuesday, June 25**

7:00am – 5:00pm      Registration Desk Open

Mercer Prefunction

7:00am – 8:00am      Continental Breakfast

Mercer Prefunction

8:00am – 9:15am      **Lessons from Atlanta**

Salon I

Atlanta had one of the nation's most prominent transportation campaigns in 2012. What happened here last year? Hear the real story from insiders and outsiders about Atlanta's campaign. Get beyond the myths and speculation with new data on the Atlanta race and strategic insights that can help you succeed. Despite a disappointing outcome, leaders across the Atlanta region are committed to improving transportation and have much to share about what's happening in this dynamic region and what it means to the rest of the country.

**Moderator: Dave Williams**, VP Transportation & Environment, Metro Atlanta Chamber, Atlanta, GA

**Speakers:**

- **David Stockert**, President , CEO, and Director, Post Properties Inc., Atlanta, GA
- **Kathryn Lawler**, Aging and Health Resources Manager, Atlanta Regional Commission, Atlanta, GA
- **Nathanial Smith**, Founder and Chief Equity Officer, Partnership for Southern Equity, Atlanta, GA
- **Andre Jackson**, Editorial Editor, Atlanta Journal-Constitution, Atlanta, GA

9:15am – 10:30am      **Staying Positive: Responding to Transit Critics**

Salon I

Transit critics have been around for as long as the myths they spout. However, new groups are organizing to attack transit in new ways. Learn what's happening around the country and the best strategies for how to respond and reframe your message in the face of "new" anti-tax, anti-government critics and "old" anti-rail, anti-transit critics.

**Moderator: Cliff Henke**, Senior Analyst, Parsons Brinckerhoff, Arcadia, CA

**Speakers:**

- **Greg Hughes**, Board Chair, Utah Transit Authority Board of Trustees, Salt Lake City, UT
- **Peter J. Haas**, Ph.D., Education Director, Mineta Transportation Institute, San Jose, CA
- **Eron H. Linn**, Federal Relations Manager, Dallas Area Rapid Transit (DART), Dallas, TX

10:30am – 10:45am      Break

Mercer Prefunction

10:45am – 12:00pm Salon G	<p><b>Getting on the Ballot and Getting the Ballot Right</b></p> <p>Winning a campaign takes a lot of effort, but much of that comes long before a measure is on the ballot. Panelists will discuss the obstacles and opportunities in the effort to get on the ballot. This will include setting early budget and fundraising goals, early community outreach, and the differences between 501(c) 3 and 501(c) 4—and why your advocacy plan requires both.</p> <p><b>Moderator: Debra Shrout</b>, Managing Partner, Avvantt Partners LLC, St. Louis, MO</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• <b>Maria Garcia Berry</b>, Chief Executive Officer, CRL Associates, Denver, CO</li> <li>• <b>Che Watkins</b>, Consultant, Metro Atlanta Chamber, Atlanta, GA</li> <li>• <b>David Singer</b>, Partner, Singer &amp; O'Donniley, Tampa, FL</li> </ul>
10:45am – 12:00pm Salon H	<p><b>Winning After a Loss</b></p> <p>In previous election cycles, we learned in places like Seattle and St. Louis that it is possible to come back after a loss with a successful measure. This session will take a look at the best practices for moving forward following a loss and how communities like Atlanta and Tampa are responding. Experts will talk about what should be done to regroup and move forward with a new plan.</p> <p><b>Moderator: Tom Shrout</b>, Partner, Avvantt Partners LLC, St. Louis, MO</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• <b>Kevin Thurman</b>, Executive Director, Connect Tampa Bay, Tampa, FL</li> <li>• <b>Geoff Patrick</b>, Media Relations and Public Information Manager, Sound Transit, Seattle, WA</li> <li>• <b>Ian Stewart</b>, Vice President and Senior Analyst, EMC Research, Seattle, WA</li> </ul>
12:00pm – 2:00pm Salon I	<p><b>Keynote Luncheon: Atlanta's Transit Future</b></p> <p>Hear from MARTA's General Manager Keith Parker on how public transportation continues to improve the city of Atlanta.</p> <p><b>Speaker:</b></p> <ul style="list-style-type: none"> <li>• <b>Keith Parker</b>, General Manager/CEO, Metropolitan Atlanta Rapid Transit Authority, Atlanta, GA</li> </ul>
2:00pm – 3:15pm Salon I	<p><b>Marketing and Media Strategies that Reach Voters</b></p> <p>Entertaining and insightful, this session is a perennial TIC favorite. This session brings together the top campaign and media experts working on transit advocacy to give you the latest intelligence from recent races. You'll see the messages, ads, and communications that made the difference. The speakers will also focus on key strategies for effective messaging in transportation campaigns.</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• <b>Dan Kully</b>, Co-founder and Partner, Kully Hall, Seattle, WA</li> <li>• <b>Mike Zuhl</b>, Director of Government and Public Affairs, R&amp;R Partners, Salt Lake City, UT</li> </ul>
3:15pm – 3:30pm Mercer Prefunction	Break

**We're halfway there! Get up and stretch. Come laugh and be inspired by a series of mini-presentations from fellow advocates or join one of several small group discussions to delve deeper into topics of interest! Check out program insert for more details.**

- 3:30pm – 4:45pm  
Salon G **TIC Gets Snappy, Smart & Savvy**  
In a departure from typical conference panels, this session will feature 10 mini-presentations on a variety of topics from “ballot language basics” to “micro-campaigns” to “when allies become opponents.” Come learn a little bit about a lot in the world of transit initiatives and advocacy.
- 3:30pm – 4:45pm  
Salon H **Small Discussion Groups**  
One of the benefits of the TIC conference is the opportunity to network and strategize on the challenges in your region or talk with other advocates from around the country who are confronting similar challenges. These small working groups and regional strategy groups will give you time to talk and learn from fellow advocates. Several groups will be prearranged and facilitated, but attendees will have the opportunity to organize their own discussion groups.
- 5:00pm – 7:00pm  
The Terrace **Evening Reception**  
Hosted by Parsons Brinckerhoff

## **Wednesday, June 26**

- 7:00am – 12:00pm  
Mercer Prefunction **Registration Desk Open**
- 7:00am – 8:00am  
Mercer Prefunction **Continental Breakfast**  
**Hosted by New Starts Working Group**
- 8:00am – 9:15am  
Salon I **Trends in Transportation Financing**  
Transportation finance has become a major policy topic and concern at all levels of government. Much work is underway to find new resources for investing in transportation. Part of the equation is financial and part is political. This session will look at the financing tool being used in state and local campaigns and the trends in transportation finance, including new state efforts and innovative ballot box tools. Experts will also discuss the impact of broader economic and political trends and the impact on local funding. This session includes the latest ballot measure trends collected by CFTE, creative approaches to financing presented by Transportation for America, and the launch of a new Center for Public Transportation Funding, Finance and Revenue by APTA.  
**Moderator: Jason Jordan**, Director, Center for Transportation Excellence, Washington, DC  
**Speakers:**
- **Nick Donohue**, Policy Director, Transportation for America, Washington, DC
  - **Darnell Grisby**, Director of Policy Development and Research, American Public Transportation Association, Washington, DC
  - **Stephanie Pollack**, Associate Director, Kitty & Michael Dukakis Center for Urban & Regional Policy, Boston, MA

9:15am – 9:30am Break

Mercer Prefunction

9:30am – 10:45am **Multi-Modal Measures: Partnering for Success**

Salon G

For some communities, pairing transit with pedestrian and bicycle projects or roadways is the best way to achieve success at the ballot box. Other communities are required to go with a multi-modal measure by a governmental body. However, all can succeed when advocates work together. Panelists will discuss the relative merits of single mode vs. multi-mode initiatives and campaigns, as well as specific strategies for selling campaigns based on multiple projects.

**Moderator: Brigid O’Keane**, Advocacy Advance Program Manager, Alliance for Biking and Walking, Washington, DC

**Speakers:**

- **Dave Campbell**, Program Director, East Bay Bicycle Coalition, Berkeley, CA
- The Honorable **W. Thomas Hawkins**, Esq., City Commissioner, Gainesville City Commission, Gainesville, FL
- The Honorable **Jim Manning**, Councilman, Richland County Council, Columbia, SC
- **Rhonda Smythe**, Policy & Advocacy Manager, Trailnet, St. Louis, MO

9:30am – 10:45am **Making the Case for Transit: Reaching out to Business & Conservatives**

Salon H

Transit and transportation investment are not partisan issues. In fact, an examination of many successful local campaigns demonstrates the essential role of the business community and conservative leaders. This session will explore tactics for appealing to key constituencies like local businesses and conservative groups. Get insights on effective economic arguments and learn how business organizations have helped to lead the transit effort in communities around the country.

**Moderator: Jeff Boothe**, Partner/Chair, Holland & Knight/New Starts Working Group, Washington, DC

**Speakers:**

- **Marnie Primmer**, Executive Director, Mobility 21, Irvine, CA
- The Honorable **Jill Swain**, Mayor, Town of Huntersville, Huntersville, NC
- **John White**, Vice President of Public Policy, Durham Chamber of Commerce, Durham, NC

10:45am – 11:00am Break

Mercer Prefunction

11:00am - 12:15pm **Transit Research and the Economy**

Salon H

In order to be a good advocate for transit, you must have many tools at the ready. This includes understanding the latest research on who is promoting transit, how it is affecting the economy and what non-traditional benefits can be derived from it. Come learn from some new reports!

**Moderator: Jim Durrett**, Executive Director, Buckhead Community Improvement District/ board member, Metro Atlanta Rapid Transit Authority, Atlanta, GA

**Speakers:**

- **Greg LeRoy**, Executive Director, Good Jobs First/Co-founder, Americans for Transit, Washington, DC
- **Richard P. Voith**, Ph.D., President and Principal, Econsult Solutions, Philadelphia, PA
- **Darnell Grisby**, Director of Policy Development and Research, American Public Transportation Association, Washington, DC

12:15pm – 2:00pm

Salon I

### **What is the Public Telling Us?**

Pollsters, consultants, and communications experts discuss what they've learned about the public's attitudes towards transit policy and finance. Learn to use this information in your messaging, how best to conduct your own communitywide polling, and what questions elicit useful information from voters.

**Moderator: David Goldberg**, Communications Director, Transportation for America, Washington, DC

#### **Speakers:**

- **Dan Kully**, Co-founder and Partner, Kully Hall, Seattle, WA
- **Ben Kelly**, Vice President, Colorado Operations, Strategies 360, Denver, CO
- **Dave Metz**, Partner, FM3, Oakland, CA

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### **Center for Transportation Excellence Advisory Board**

The Center for Transportation Excellence Advisory Board consists of organizations that work to promote public transportation options in the United States. By pooling their resources and experience, the Advisory Board has made CFTE a reliable and useful source for public transportation information.

- American Public Transportation Association
- New Starts Working Group
- Parsons Brinckerhoff
- National Alliance of Public Transportation Advocates
- Avantt Partners LLC
- Smart Growth America

### **Center for Transportation Excellence**

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